

# Maple Avenue Commercial Corridor

## Zoning Code Update

### Town Council Work Session

November 11, 2013

#### Project Status and Schedule Update

#### Discussion on Maple Avenue Commercial Code

- Content
- Issues under study

#### Other Items

# Where We Are Today

Project Scope	
Task	Date
Review Past Work Efforts, Interviews, Steering Committee	Fall 2012
Assess Existing Zoning Code and Development Pattern – <i>‘Zoning Discovery Report’</i>	November 2012
Develop Vision Principles	Winter 2012
Develop Zoning Draft Outline – <i>‘Annotated Outline’</i>	April 2013
Town Council Work Session	April 22, 2013
Meet with Community – Community Forum	May 29, 2013
Draft Zoning Code Amendments – update zoning code	Summer 2013
Steering Committee Meeting #7	October 8, 2013
Town Council Work Session	November 11, 2013
BAR/Planning Commission Meeting	Winter 2014
Public Review and Consideration	Spring 2014

## Desired Outcomes

- Compact development
- Mixed-use
- Pedestrian-oriented
- Human-scaled
- Compatible (with adjacent neighborhoods)
- Sustainable



*View of existing conditions on Maple Avenue*

# Charge

*Our charge is to frame a vision and update the zoning code for the commercial corridor of Maple Avenue*

## Town Council and Staff Direction

- RFP Request: Preparation of amendments to the current Zoning Ordinance consistent with the Town's Comprehensive Plan, and the current zoning and planning principles for increased building heights along the Maple Avenue West and East Corridor (not a Market or Traffic Study)

Study Boundaries

- Assume Height Maximum of 54'
- Setback from ROW of 15'





# Draft Zoning Code Amendment

## Maple Avenue Commercial Zone

Draws from:

- Vision Principles
- Assessment of current zoning code - *Zoning Discovery Report*
- Relevant national best practices
- Discussions with Steering Committee and Town Council



## Maple Avenue Commercial Zone

September 27 - October 31, 2013

C L A R I O N

# Elements to Encourage Beneficial Redevelopment

## Outline Contents

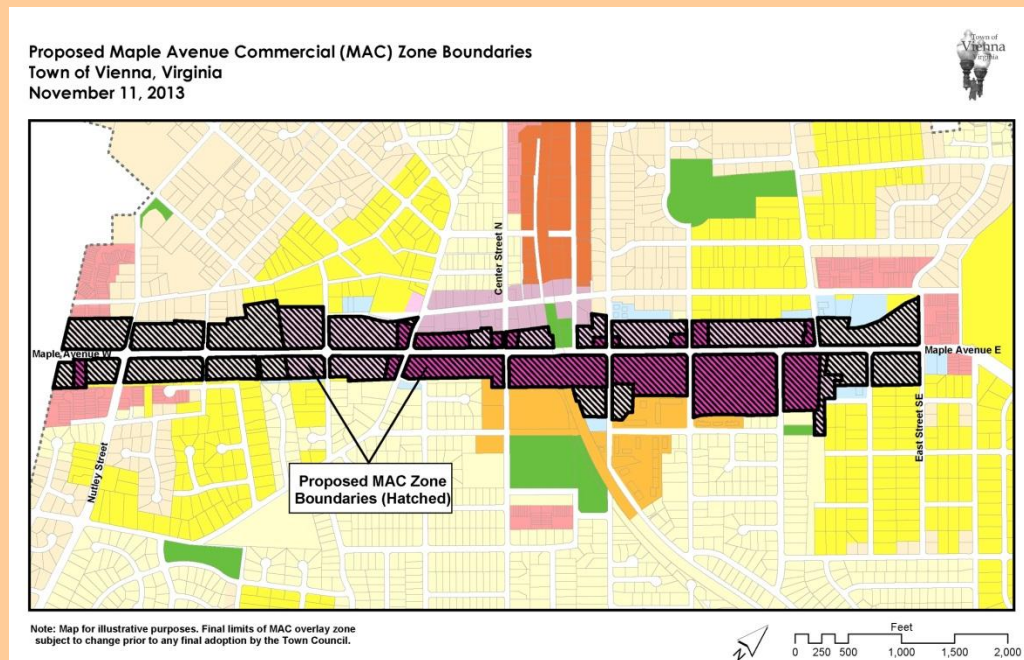
- **Regulatory Approach** - District and Procedural Mechanisms
- **Bulk & Dimensional Requirements** - Modulate **Building Height/Density/Intensity** along Maple Avenue
- **Setbacks** - Modulate Building Setbacks from Right-of-way/Curb line
- **Use Standards** - Incorporate **Mixed-Use**, including **Residential**
- **Off-street Parking** - Address the **Parking** and **Traffic** Challenges
- **Landscaping/Open Space Standards** - Make Maple Avenue More **Pedestrian Friendly**
- **Design Standards** - Improve **Aesthetics**
- **Neighborhood Protection Standards** - Protect **Existing Neighborhoods**
- **Sustainability Incentives** - Incorporate **Building and Site Sustainability**
- **Flexibility Mechanisms** - Retain **Eclectic Character** of Maple Avenue

# Regulatory Approach

## Maple Avenue Corridor (MAC) Zoning District

- MAC not 'by-right'
- “Stand-alone” district provisions (new Section 13.1)
- Voluntary – request MAC
- Available to C-1, C-1A, C-2 lands adjacent to Maple Ave.
- Four Step Review Process

- Initial Staff Review
- Conceptual Site Plan Review by BAR
- Planning Commission/Mayor and Town Council Approval of Rezoning and Site Plans
- Formal Review by BAR





# Design Standards

- Combination of minimum and a menu-based standards
  - Minimum standards
    - Orientation, transparency, screening, compatibility
  - Menu-based standards
    - Entrance features, façade massing, materials, roof forms, avoiding franchise architecture





## Discussion Items *(footnoted items in red type in draft code)*

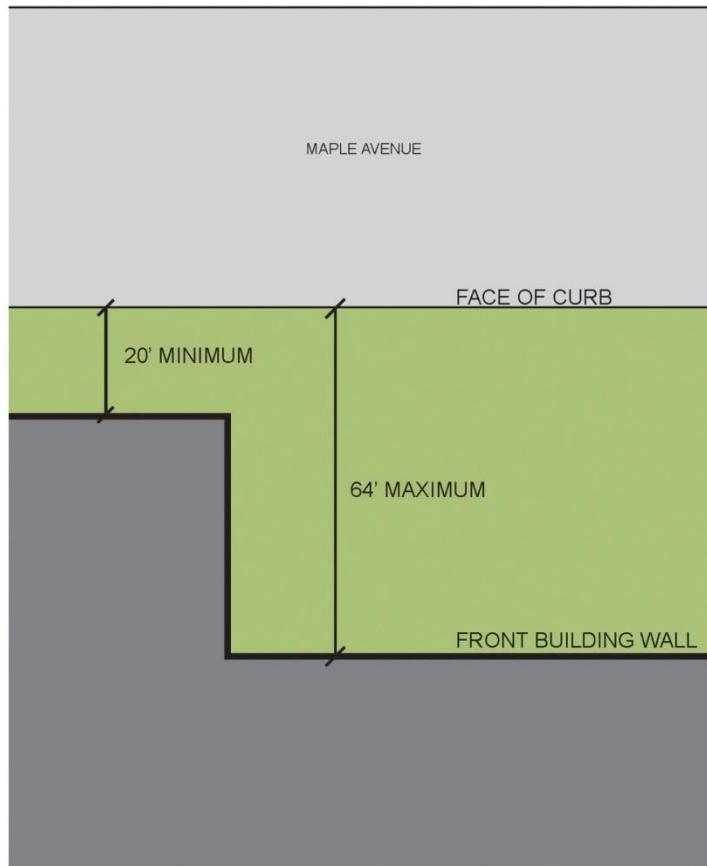
- Should the code retain the density measure in terms of a hybrid 'dwelling unit' (DU) based on residential/commercial uses? An alternative is to rely upon lot coverage, height and setback and increase the metric in Table 18-95.19.A Sustainability Incentives to reflect that.
- Should the code require a traffic study/analysis when new development will increase traffic generation more than 10%? (VDOT 527 requirements may trigger a traffic analysis depending on trip generation)
- Should the term 'Sustainability' be used for all incentives – is this a good term to use?

# Draft Recommendations

- Building Massing and Relationship to Neighbors
- Street Face and Parking Locations

# Building Massing – Setbacks

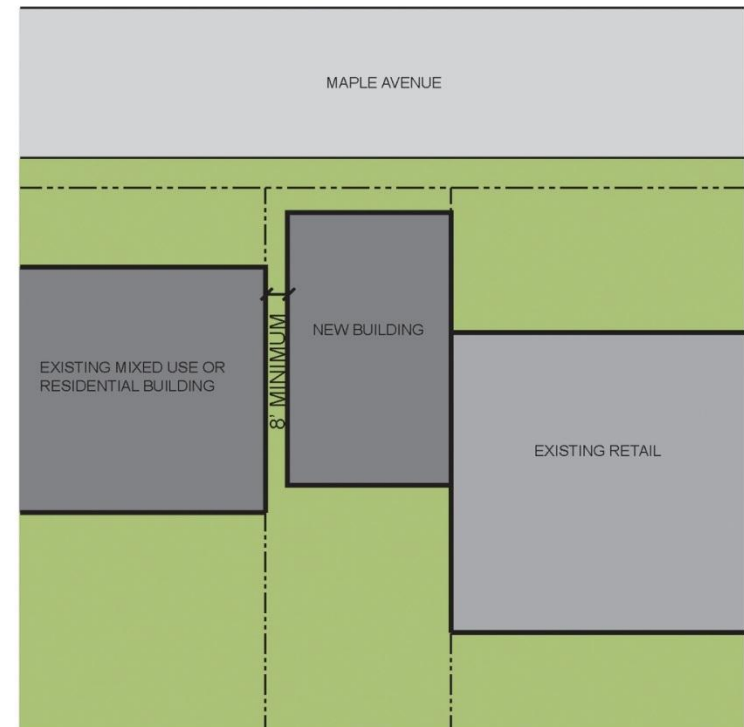
(18-95.7.1 and 18-95.7.2.)



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18-95.7.1 FRONT YARD CONFIGURATION

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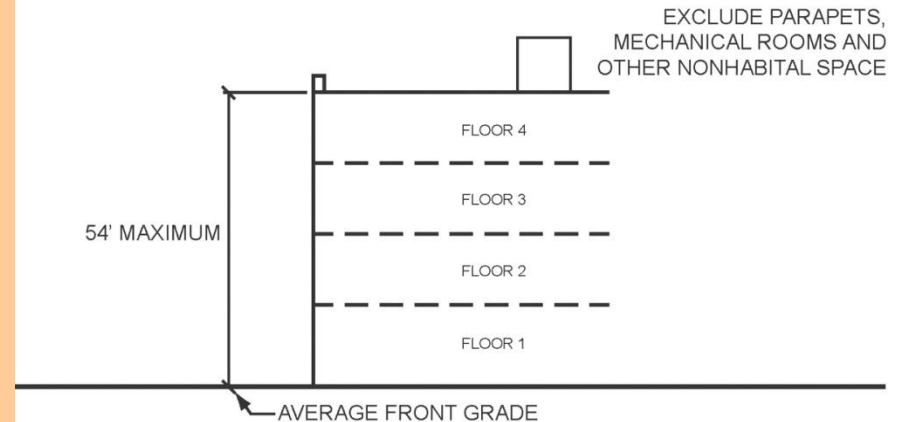
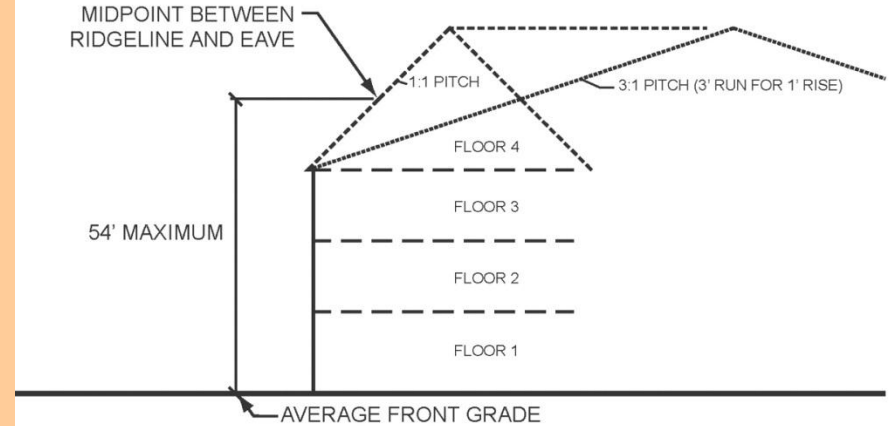
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18-95.7.2 SIDE YARD CONFIGURATION

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# Building Massing - Building Height

(18-95.9.1)



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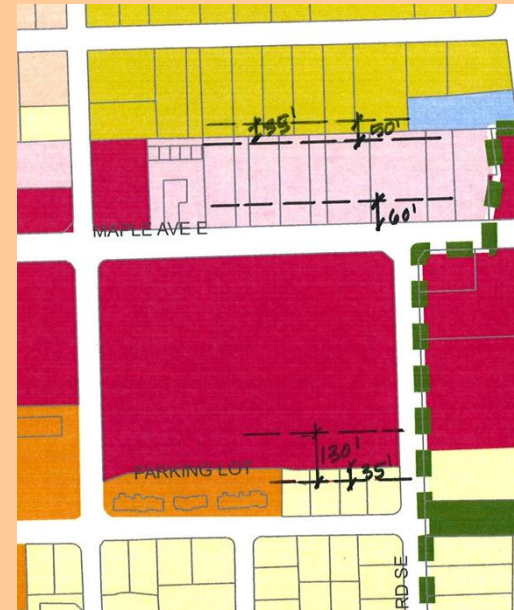
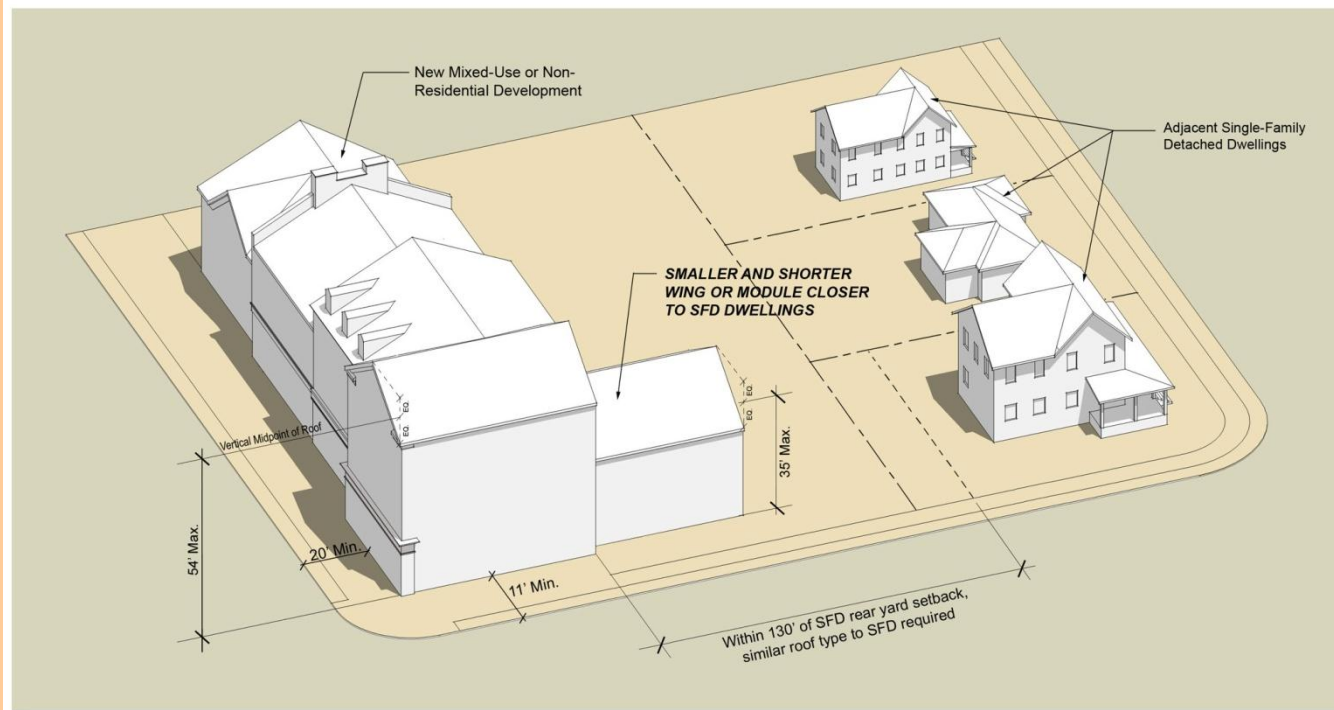
18-95.9.1 DETERMINATION OF HEIGHT

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# Building Massing – Neighborhood Protection (18-95.16.B.2.)

- Applied when multi-family, mixed-use, and nonresidential uses abut lots with existing single-family homes
- 35' height limit within 130' on south side and 50' on north side of rear setback of single family lot

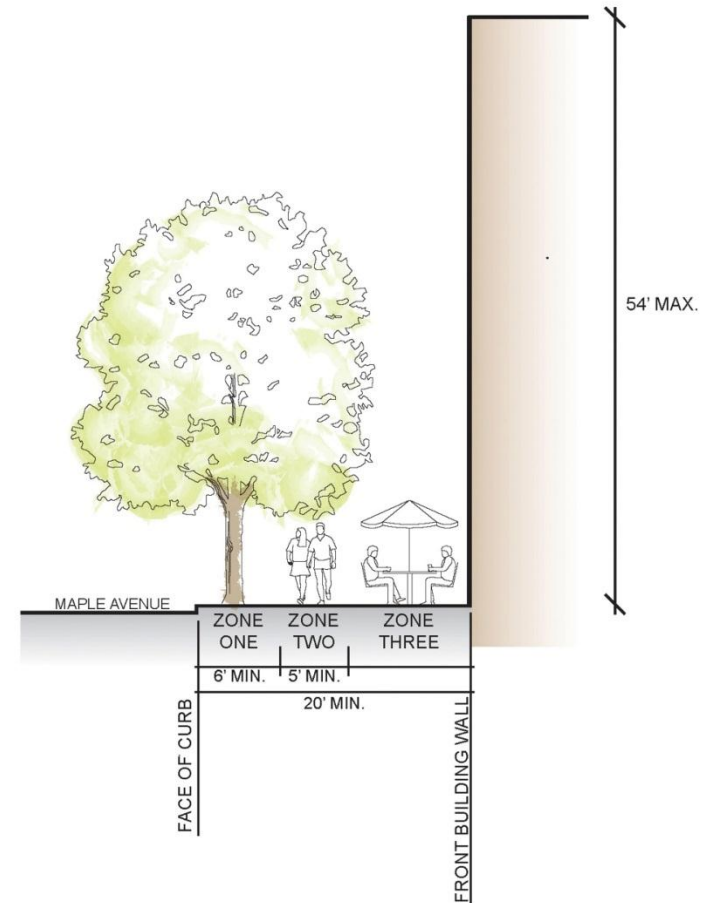


# Building Massing - Bulk & Dimensional Requirements (18-95.16.6 Storefront Architecture)



## Streetscape Investment

- 6' wide planting box (min)
- 5' wide brick sidewalk (min)
- Zone 3 is new component

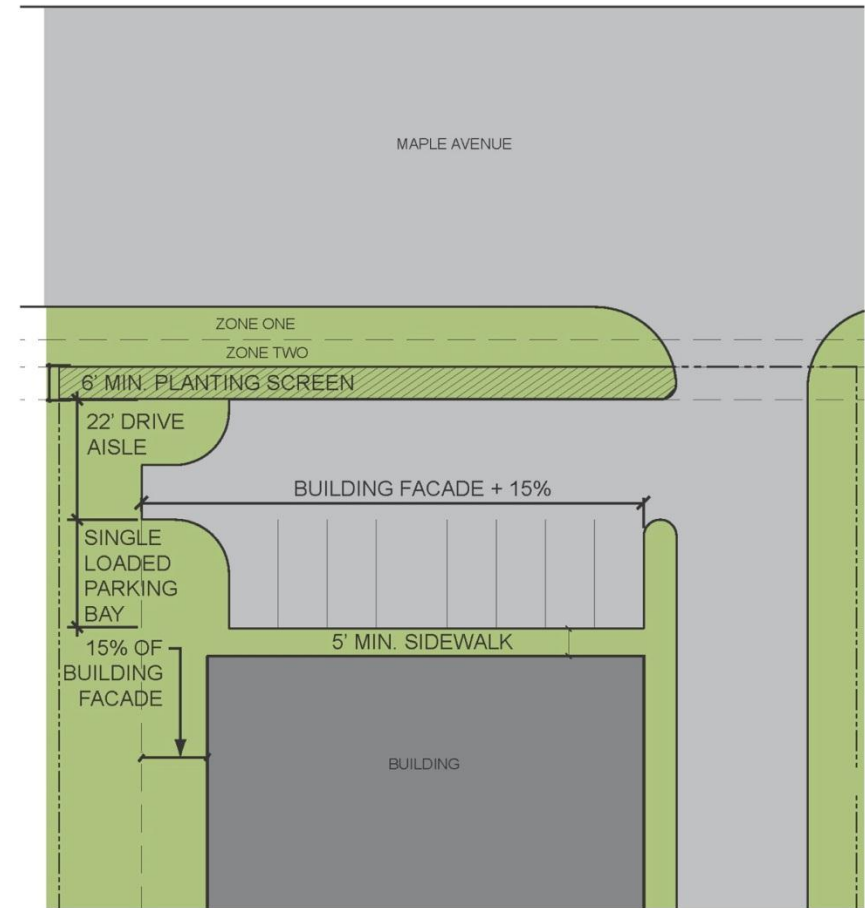


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18-95.11.2 SIDEWALK ZONES

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- Few changes to current space requirements
- Incentives for provision of structured parking
- Parking location limitations
- Alternative parking plan process
- Bicycle parking requirements
- Cross-access requirements



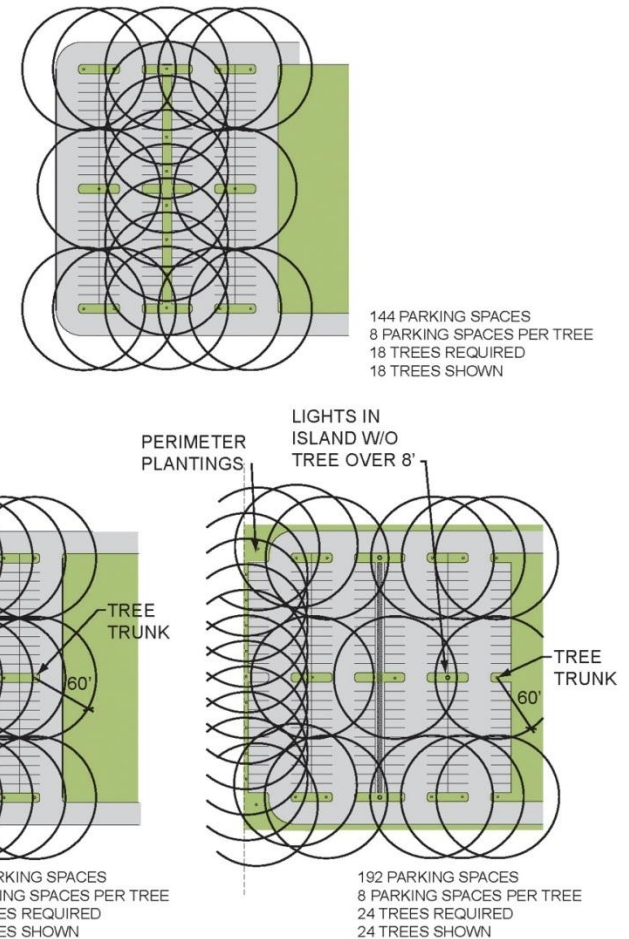
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18-95.10.1 OFF-STREET PARKING LOCATION

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- Tree canopy coverage in interior parking lots – illustrations show effect of adding a 1 tree/8 parking spaces requirement to language as written; raises coverage from 2% -2.5% to approx. 5%, more common in surrounding area
- Should plant materials (trees and shrubs) be required on both sides of the screening wall between the MAC district and a single family detached residential property? If so, who will maintain?



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18-95.12.C. PARKING LOT TREE COVERAGE

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# Next Steps

- Town Council Authorization to Initiate Amendment to Town Code
- BAR and Planning Commission Work Session
- Public Review

## Comments or Questions?

**Matthew J. Flis**, AICP, LEED-AP

Deputy Director of Planning & Zoning

Town of Vienna

127 Center Street South

Vienna, VA 22180

**(703) 255-6347**

(703) 255-5722 (fax)

**mflis@viennava.gov**